

Position Title: Vice President of Marketing and Communications

Location: Fort Lauderdale, FL

Organization: Coral Ridge Ministries/Coral Ridge Presbyterian Church

Reports To: Executive Leadership

About Coral Ridge Ministries

Coral Ridge Ministries (CRM) is a national Christian media organization committed to contending for the faith and proclaiming hope to the nation. With a legacy founded by Dr. D. James Kennedy, CRM continues to impact lives through high-quality content that engages hearts and transforms culture.

About Coral Ridge Presbyterian Church

Coral Ridge Presbyterian Church (CRPC) is a Gospel-centered church that equips culture-shaping Christians from generation to generation. For over 60 years, Coral Ridge has been a beacon of hope to a lost and dying world, boldly proclaiming the truth of the Gospel.

Position Summary

The Vice President of Marketing and Communications is a mission-driven leader responsible for overseeing all aspects of CRM and CRPC's marketing strategy, communications, and content distribution. This individual will manage cross-platform promotion of our media products including television, podcasts, books, events, and more while leading the organization's efforts to reach a growing local and national audience through digital and traditional channels.

The ideal candidate will be a collaborative, organized, and creative professional with experience managing multi-channel campaigns, external contractors, and a portfolio of media products.

Key Responsibilities

Marketing Strategy and Oversight

- Lead the development and execution of CRM's integrated marketing and communications strategy across digital, print, and broadcast platforms.
- Promote CRM's television program, podcasts, book releases, events, and sub-ministries with tailored messaging for each audience.
- Collaborate closely with the production team to track upcoming program themes and ensure unified and consistent communications across all platforms.

- Effectively market CRPC to engage a local audience for in-person involvement while expanding national and global reach through livestreams and digital platforms

Product and Project Management

- Oversee marketing lifecycle for original and purchased media products (e.g., books, DVDs, digital resources).
- Serve as project manager for select initiatives, including book releases; coordinating timelines, production, launch strategy, and promotion.
- Coordinate with internal teams and leadership to ensure alignment with ministry goals.

Contractor and Vendor Management

- Manage relationships with outsourced partners including graphic designers, web developers, publishers, printers, and marketing consultants.
- Ensure projects are completed on time, within budget, and with excellence in brand and message.

Direct Mail Oversight

- Collaborate with the Development Director to strategically leverage print media for donor engagement and acquisition
- Manage vendors through the conceptualization, production, and distribution of all direct mail pieces

Content Distribution and Promotion

- Manage the day-to-day distribution of CRM and CRPC content across digital, email, print, and broadcast channels to maximize reach and engagement
- Monitor analytics and adjust content promotion strategies accordingly

Writing and Editorial Oversight

- Provide editorial direction and quality control for key communication pieces (email campaigns, press releases, donor communications).
- Lead or supervise the development of marketing copy and campaign messaging.
- Support thought leadership content creation through ghostwriting or editorial assistance as needed.

Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, or related field (Master's preferred).

- 7+ years of experience in marketing and communications, ideally within a media, ministry, or nonprofit setting.
- Proven ability to lead multi-channel campaigns with measurable results.
- Experience in digital marketing and distribution, including email, social, video, SEO, and paid media.
- Strong project management skills and the ability to manage multiple priorities.
- Skilled at managing and motivating contractors and vendors.
- Excellent writing, editing, and verbal communication skills.
- Alignment with the mission of CRM and CRPC and a mature Christian faith.
- Familiarity with Christian audiences and media landscape.
- Experience with media product launches and content syndication.
- Knowledge of various tools such as Mailchimp, Meta Ads, Google Analytics, and WordPress.
- A collaborative, servant-hearted approach to leadership.